

A background photograph of a woman in a dark jacket smiling and taking a photo of a colorful parrot (macaw) with a smartphone. Other people are visible in the background, including a man looking at the parrot and another person in a red shirt. The image is overlaid with a dark blue circular graphic containing the title text.

Digital Marketing *Strategy*



This document is available in alternative formats upon request.



City of Kwinana kadij kalyakool moondang-ak kaardj midi boodjar-ak ngala nyininy, yakka wer waabiny, Noongar moort. Ngala kadij baalap kalyakoorl nidja boodjar wer kep kaardjiny, baalap moorditj nidja yaakiny-ak wer moorditj moort wer kadij Birdiya wer yeyi.

City of Kwinana acknowledges the traditional custodians of the land on which we live, work and play, the Nyoongar people. We recognise their connection to the land and local waterways, their resilience and commitment to community and pay our respect to Elders past and present.

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Executive Summary

The City of Kwinana's Digital Marketing Strategy outlines a unified, modern approach to enhancing online communication, strengthening community connection, and supporting the City's strategic objectives.

As digital platforms increasingly shape how residents access information, provide feedback and participate in community life, the City's digital presence must be purposeful, accessible, and responsive.

This strategy focuses on:

- Expanding reach and visibility across social media, search engines, and the City's website
- Enhancing engagement through high-quality, relevant and timely content
- Improving the online user experience, with an emphasis on accessibility and ease of navigation
- Adapting to evolving digital behaviours, including the rise of AI-driven search
- Integrating data and insight to continually optimise digital performance

Together, these priorities ensure the City continues to deliver clear, accurate and compelling communication that reflects community expectations and builds civic pride.

Background

Digital platforms are now one of the most important ways the City of Kwinana communicates with its community. For many residents, social media, search engines and the City's website are the primary places they access local information, form opinions, and engage with Council.

Digital channels influence how community conversations form, how quickly information spreads, and how residents respond to projects, services and local issues. At a local government level, this makes digital communication both powerful and complex — requiring clarity, consistency and adaptability.

The digital environment is constantly evolving. Platform algorithms change, new formats emerge, and audience expectations shift rapidly. What worked even a year ago may no longer be effective. To remain relevant, trusted and accessible, the City must continually refine how it uses digital tools to inform, engage and connect with the community.

This strategy provides a clear framework for how the City will approach digital marketing in a way that is responsive, inclusive and aligned with broader organisational priorities.

Current Digital Landscape

The City maintains an active presence across Facebook, Instagram, LinkedIn, YouTube and its corporate website. These platforms play a central role in delivering timely information, promoting events and services, and facilitating two-way communication with residents.

While performance is strong, the digital environment continues to shift rapidly due to:

- Declining organic reach on major platforms
- Increased preference for short-form and video content
- Growing reliance on mobile-first browsing
- The emergence of Generative AI search results
- Rising expectations for real-time updates and accessibility

To remain effective, the City must intentionally evolve its digital approach, expand capabilities, and diversify content formats.

Importance of Digital Marketing

Digital channels are now the primary communication pathway for many Kwinana residents. They allow the City to:

- Provide immediate access to important information
- Promote services, programs, and local initiatives
- Support community engagement and consultation
- Strengthen trust and transparency
- Showcase the stories, people and places that make Kwinana unique

A strong digital strategy enables the City to connect with residents more meaningfully and meet diverse community needs.

Strategic Alignment

The Digital Marketing Strategy supports and aligns with a range of City projects and strategic frameworks, including:

- Strategic Community Plan 2025 – 2035
- Corporate Business Plan 2025 – 2029
- Communications Strategy 2025 – 2030
- Customer Service Strategy and Charter
- Arts and Culture Strategy 2025 – 2030
- Digital Strategy 2023 – 2027
- Online Customer Experience Management Standards
- Online Customer Experience Governance Plan
- Digital Communications and Social Media Policy

Digital marketing plays a key role in supporting these initiatives by ensuring information is accessible, timely and easy for the community to engage with.



Communication Types and Application

The City uses digital channels for a range of communication purposes. While these may appear similar to the community, they require different levels of tone, governance, approval and risk management.

For clarity, digital activity will be guided by the following categories:

PROMOTIONAL MARKETING

Used to promote City programs, events, initiatives and opportunities. This includes campaigns designed to increase awareness, participation or behaviour change. Content is planned, creative and audience-focused, and may include paid advertising.

SERVICE AND STATUTORY COMMUNICATION

Used to provide essential, accurate and time-critical information about City services, operations, disruptions, compliance requirements or statutory matters. Content prioritises clarity, accuracy and consistency and is treated as authoritative information.

COMMUNITY ENGAGEMENT AND CONSULTATION

Used to invite feedback, participation and dialogue. This includes surveys, polls, consultations and engagement campaigns that support informed decision-making and community involvement.

ISSUES, INCIDENT AND CRISIS COMMUNICATION

Used to manage emerging issues, incidents or reputational risk. Content is factual, timely and coordinated, and aligns with established incident management and communications protocols.

Clear differentiation between these communication types supports appropriate tone, approval pathways, risk management and resource allocation across digital channels.

Digital Marketing Goals

The goals of the Digital Marketing Strategy is to focus on expanding the City's digital reach, enhance community engagement, and ensuring that content delivery is optimised for maximum impact.

- **Increase Follower Growth:** Expand the City's digital audience to improve awareness and access to City information and services.
- **Boost Engagement:** Foster positive, constructive interactions that support understanding, participation and reduced confusion.
- **Enhance Content Strategy:** Deliver targeted, accessible and video-first content that supports service uptake, community participation and informed decision-making.

Target Audience

The City's digital audience is diverse, with varying needs, behaviours and motivations.

This strategy targets key demographic groups within the community, tailoring content to their specific needs and interests to foster stronger connections and engagement.

Audience Segmentation

- **Young Families:** Residents with children under the age of 12.
- **Youth/Young Adults:** Residents aged 16–34.
- **Seniors:** Residents aged 55 and above.
- **Adults:** General adult population within Kwinana.

Audience Journey

Understanding the audience journey allows the City to create content that guides users from initial awareness to active engagement and participation.

- **Awareness:** Attract attention through major events and awareness campaigns.
- **Engagement:** Engage with the audience through programs, competitions, and community consultations.
- **Conversion:** Convert engaged audiences into active participants through event attendance and specific call-to-action campaigns.

Digital Channels

The City of Kwinana utilises a range of digital platforms to effectively communicate with the community, with each platform serving a specific purpose and targeting distinct audiences.

Social Media Platforms

- Facebook: Used for community engagement, with a focus on women aged 25–44, families, and seniors.
- Instagram: Caters to a younger audience. Content on Instagram is largely visual, serving to educate, entertain, and inspire.
- LinkedIn: A platform for business engagement, providing news, job opportunities, and updates relevant to the broader Perth business community.
- YouTube: A key platform for sharing the City's long form video content. This might include community updates, event coverage, educational tutorials, and promotional materials.

Website, SEO and GEO

The corporate website is the City's central hub for verified, detailed information. The City will:

- Conduct ongoing Search Engine Optimisation (SEO) improvements
- Adopt Generative Engine Optimisation (GEO) techniques
- Continuously update in line with accessibility and usability best practice (WCAG 2.2 AA)
- Ensure content is easy to find, accurate and written inline with best practice writing for web guidelines.

Content Strategy

The content strategy is structured around key themes that ensure all content is relevant, engaging, and aligned with the City's objectives.

Content Pillars

- Attract: Increase awareness and understanding of the City's role within the community.
- Inform: Keep the community up to date with essential information.
- Educate: Influence attitudes and behaviour by providing valuable information.
- Inspire: Foster a sense of pride and community ownership through engaging content.

Content Delivery

Effective content delivery involves balancing frequency and variety to keep the audience engaged without overwhelming them.

- Frequency: Regular posting with a focus on quality over quantity. No more than three posts per day on any platform to avoid oversaturation.
- Formats: Deliver a balanced mix of short-form video, reels and stories, carousels, organic posts, boosted posts and long form video (where appropriate) to maximise engagement and reach with a video first approach.



Community Engagement

Engagement tactics are designed to build strong relationships with the community, encouraging participation and interaction through various digital channels.

- **Local Stories:** Highlight local businesses, events, and community leaders to foster a sense of belonging and pride.
- **Feedback Loops:** Regularly gather feedback from the community to refine and adjust the digital strategy.

Engagement Tactics

- **User-Generated Content:** Encourage the community to contribute content through hashtags, challenges, and interactive posts.

Creativity and Innovation

To stay relevant and effective, the City’s digital strategy must embrace creativity and innovation, continually adapting to new trends and technologies.

Content Evolution

As platforms and audience preferences change, so too will the City’s content. This strategy emphasises the need for flexibility and creativity in content creation and delivery.

Adapting to Change

The City’s Digital Marketing Strategy will evolve to keep pace with changes in technology and audience behaviour. This includes testing new platforms, content formats, and innovative approaches to engage the community effectively.

Accessibility and Optimisation

Accessibility and optimisation are central to delivering a positive digital customer experience. The City's digital channels must be easy to find, easy to understand and easy to use for all members of the community.

Regular review and refinement ensures digital content continues to meet community needs, performs effectively across platforms, and remains aligned with best practice in accessibility, usability and writing for the web.

Optimisation

The City will undertake regular audits across its digital platforms to assess performance, usability and user behaviour. Insights from analytics, customer feedback and accessibility tools will be used to refine content, improve navigation and strengthen digital outcomes.

Optimisation will focus on:

- Improving how easily residents can find information
- Reducing friction in online journeys and tasks
- Ensuring content is structured and written for online reading
- Continuously improving clarity, relevance and engagement

Digital optimisation supports better decision-making, more efficient service delivery and a stronger overall customer experience.

Accessibility and Inclusive Design

The City is committed to ensuring all digital content is accessible, inclusive and usable by the broadest possible audience, including people with disability, people who speak English as a second language, neurodivergent users and residents with varying levels of digital literacy.

Accessibility considerations will be embedded into all stages of digital content creation, not treated as an afterthought.

Key principles include:

- Writing for the Web
- Use plain English and clear, concise language
- Structure content with meaningful headings, short paragraphs and logical flow
- Avoid jargon, acronyms and complex sentence structures
- Write content that is scannable and easy to understand on mobile devices
- Inclusive Communication
- Design content that supports different ways of processing information
- Use consistent layouts, predictable navigation and clear calls to action
- Provide visual and text alternatives where appropriate
- Avoid unnecessary complexity in language, layout or interaction
- Continue to work towards recognised accessibility standards (such as WCAG)
- Ensure appropriate colour contrast, readable fonts and accessible imagery
- Use descriptive links, meaningful alt text and accessible document formats
- Regularly test content using accessibility auditing tools and user feedback

By prioritising accessibility and inclusive design, the City ensures digital services are welcoming, equitable and usable for all residents, while also improving overall clarity and efficiency for every user.

Digital Governance and Decision-Making

Strong governance underpins effective digital marketing. While delivery is operational, decision-making must be clear to ensure consistency, risk management and alignment with organisational priorities.

DECISION AUTHORITY

- **Campaign prioritisation and resourcing** are guided by organisational priorities as outlined in the City's Communications Strategies.
- **Paid advertising**, should be planned and approved through the Marketing and Communications Planning process, however any ad hoc expenditure requires approval from the relevant area manager in line with financial delegations and campaign objectives.
- **Emerging platform testing** is undertaken on a trial basis and requires management approval before scaling.

- **Politically sensitive, high-risk or reputational content** is escalated through established approval pathways, through the Manager Customer and Communications and including Executive review where required.

Operational Responsibility

The Digital Communications Officer and broader Marketing and Communications team are responsible for day-to-day delivery, scheduling, optimisation and reporting for the City's Corporate platforms and for ensuring the City's whole digital communications network is operating within approved strategies, policies and governance frameworks.

This approach ensures agility in delivery while maintaining appropriate oversight and accountability.

Digital and Reputational Risk Management

Digital channels present both opportunity and risk. The City acknowledges the need to actively manage digital and reputational risks to protect community trust, staff wellbeing and organisational integrity.

Key risk considerations include:

- **Moderation and Community Behaviour**
Clear moderation practices will be applied to manage misinformation, inappropriate content and harmful behaviour in line with the Digital Communications and Social Media Policy.
- **Misinformation and Accuracy**
The City's website remains the primary source of verified information. Social content will link back to authoritative sources wherever possible.
- **Staff Wellbeing**
Digital roles can involve exposure to negative commentary. Support mechanisms, escalation pathways and shared responsibility across the team will be maintained.

- **Platform Volatility**
Reliance on third-party platforms carries inherent risk due to algorithm changes, declining organic reach or platform disruption. Diversification and regular review will mitigate this risk.

Recognising and managing these risks supports responsible, resilient and professional digital delivery.

Action Plan

To successfully implement the City's digital marketing strategy, a series of key project actions have been identified across various focus areas. These initiatives are aligned with the overall strategy and are designed to be executed efficiently to achieve the City's digital marketing goals.

The actions outlined in this strategy represent an ambitious and forward-looking program of work. Delivery will be staged over time and prioritised based on organisational objectives, available resources, emerging issues and community need.

Not all actions will be delivered simultaneously. Annual business planning, performance reporting and regular reviews will guide sequencing and ensure sustainable delivery while maintaining service quality.

Digital Marketing Goal Actions

Action	Details	Resource	Timeframe
Website Development	The current version of the City's website is nearing the end of its lifespan. Develop a plan for phasing the City's website out of its current version while enhancing the website's security, usability and accessibility to provide an enhanced user experience.	Manager Customer and Communications	2026
Social Media Strategies	Review each social media strategy ensuring each has a clearly defined purpose, visual style, distinctive tone of voice and is supported by practical examples to guide content creation for each platform.	Digital Communications Officer	2026
Accessibility Improvements	Enhance the overall accessibility of the City's website to ensure it is easier to read and navigate for all users, including those with disabilities, English as their second language, or neurodiversity.	Digital Communications Officer	Ongoing
Content Personalisation	Implement personalisation techniques to tailor content to specific audience segments, making it more relevant and impactful.	Digital Communications Officer	Ongoing
Video Content Expansion	Increase the use of video content across platforms, including reels, tutorials, and community spotlights, to boost engagement, reach SEO and GEO.	Digital Content Creator	Ongoing
Analytics and Reporting	Strengthen the use of analytics to track performance across all digital channels, providing insights to continuously refine and optimise strategies.	Digital Communications Officer	Ongoing

Content Strategy Actions

Action	Details	Responsibility	Timeframe
Content Calendar Development	Establish a content calendar that ensures all content is timely, relevant and optimised for each digital channel, as well as planning cross-platform integrations, user-generated content campaigns, giveaways, polls and surveys and community corners.	Digital Communications Officer	Annually
Cross-Platform Integration	Ensure content is adapted and optimised for each platform, leveraging the unique strengths of each to reach the intended audience effectively.	Marketing and Communications Officers	Ongoing
User-Generated Content Campaigns	Launch campaigns that encourage residents to contribute content, such as comments, photos, videos, and stories, to build a stronger sense of community and engagement.	Digital Communications Officer	Annually
Content Performance Reviews	Regularly review and analyse the performance of different content types and themes, using insights to refine and enhance future content strategies.	Digital Communications Officer	Annually
Video Content Enhancement	Focus on visuals, prioritise video content where appropriate to make content more engaging and shareable across platforms.	Digital Content Creator	Ongoing

Community Engagement Actions

Action	Details	Responsibility	Timeframe
Community Corner Series	Regular features on social media that highlights local businesses, residents, and community leaders. This series will showcase positive stories and contributions within the community, strengthening local pride.	Digital Communications Officer	Monthly
Interactive Polls and Surveys	Regularly deploy polls and surveys across digital channels to gather community opinions on various topics, from upcoming events to City services. This will help keep the community engaged while providing valuable insights for strategic adjustments.	Digital Communications Officer	Quarterly
Giveaways	Run social media giveaways to support existing campaigns and drive desired outcomes like eNews subscriptions. Entering can be as simple as having users share their opinion in a comment or tagging a friend.	Digital Communications Office	Annually

Creativity and Innovation Actions

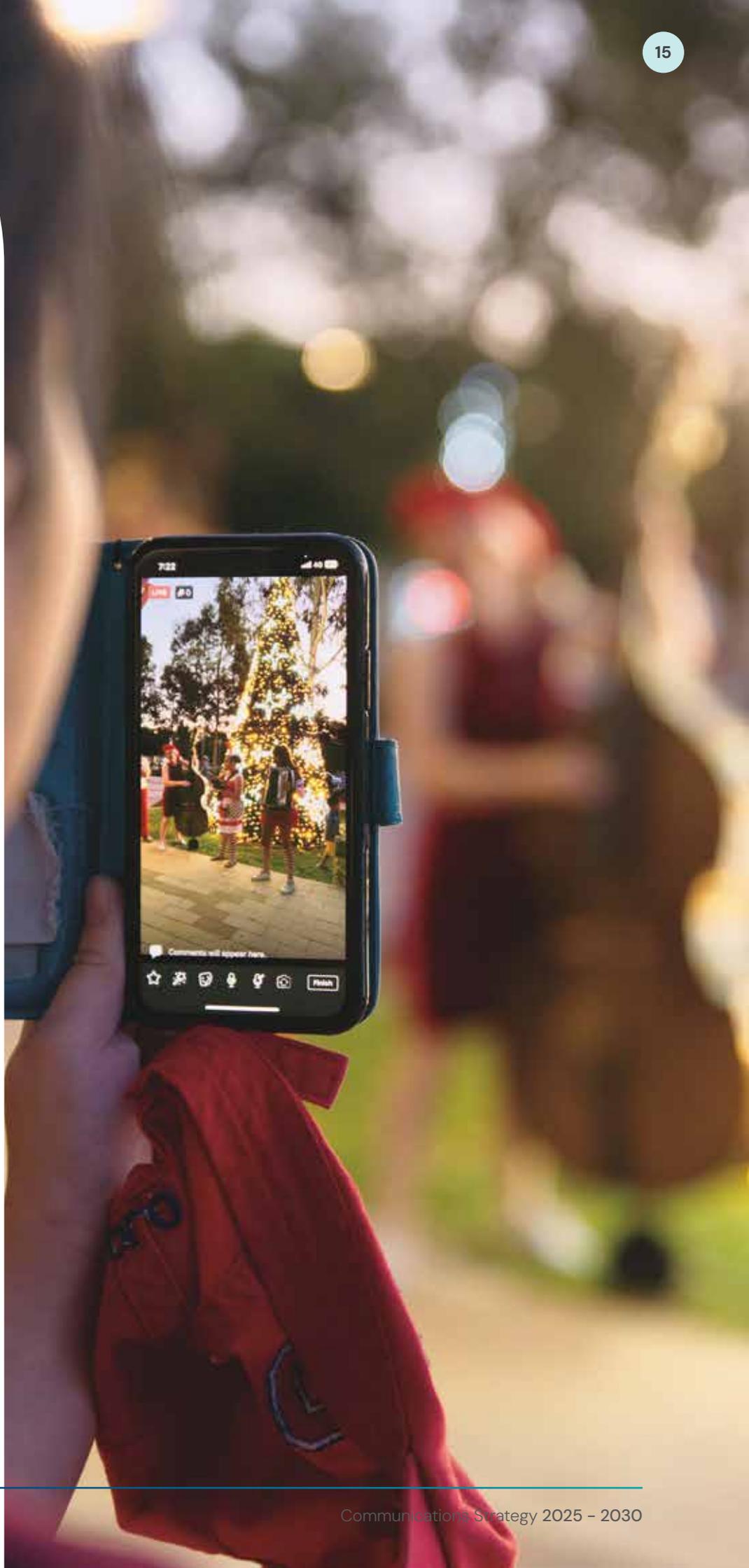
Action	Details	Responsibility	Timeframe
Emerging Platform Exploration	Continue to explore and test new social media platforms and digital tools to assess the relevance of emerging platforms for the City.	Manager Customer and Communications	Ongoing
Dynamic Content Strategy	Develop a dynamic content strategy that can be easily adjusted based on performance metrics and audience feedback. This strategy will include guidelines for pivoting content themes, formats, and delivery methods in response to emerging trends.	Digital Communications Officer	Ongoing
Trend Monitoring and Rapid Response	Monitor digital trends and audience behaviours in real-time, allowing the City to quickly adapt to changes, such as new social media features or viral content trends, ensuring that content remains relevant and timely.	Digital Communications Officer	Ongoing
Interactive Storytelling	Introduce storytelling elements into digital campaigns to increase engagement by allowing residents to actively participate in the content.	Communications Officer	Ongoing

Evaluation and Measurement

The above actions will be built into the Marketing and Communications Team's, Team business plan and will be reported on through the City's performance management process.

Team KPI's and actions have also been established through the business planning process and have been updated to be based on value proposition not just volume (e.g. number of media release picked up by papers, not output numbers). Some of the measures captured inline with the mechanisms outlined above include:

Evaluation Method	Description	Success factor / measurement
Social Media Engagement (%)	Measures likes, shares, comments, saves, post clicks and overall interaction relative to impressions.	Sustained year-on-year increase in engagement rates across platforms.
Social Media Impressions	Tracks how often content is displayed, particularly for awareness and information campaigns.	Increased reach for priority campaigns and key City messages.
Cost-per-click (CPC)	Indicates the efficiency and effectiveness of paid digital campaigns.	Reduced or stable CPC while maintaining or improving campaign outcomes.
Follower Growth (%)	Measures audience growth across City social media channels.	Consistent growth aligned with audience and platform trends.
Website Awareness and Traffic	Tracks visits (and visibility) of the City's website from digital channels.	Increased awareness and traffic to priority pages and services.





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